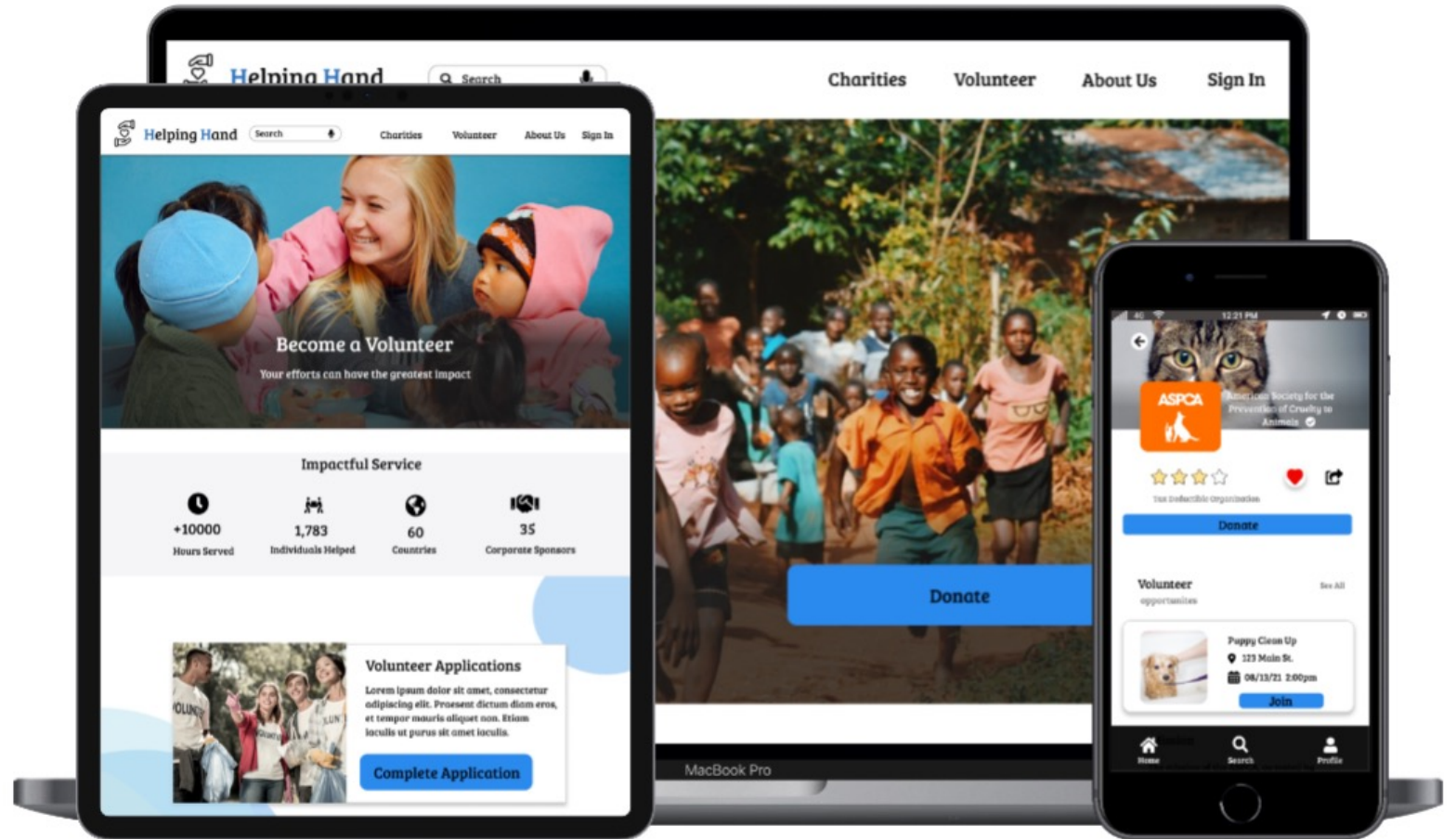
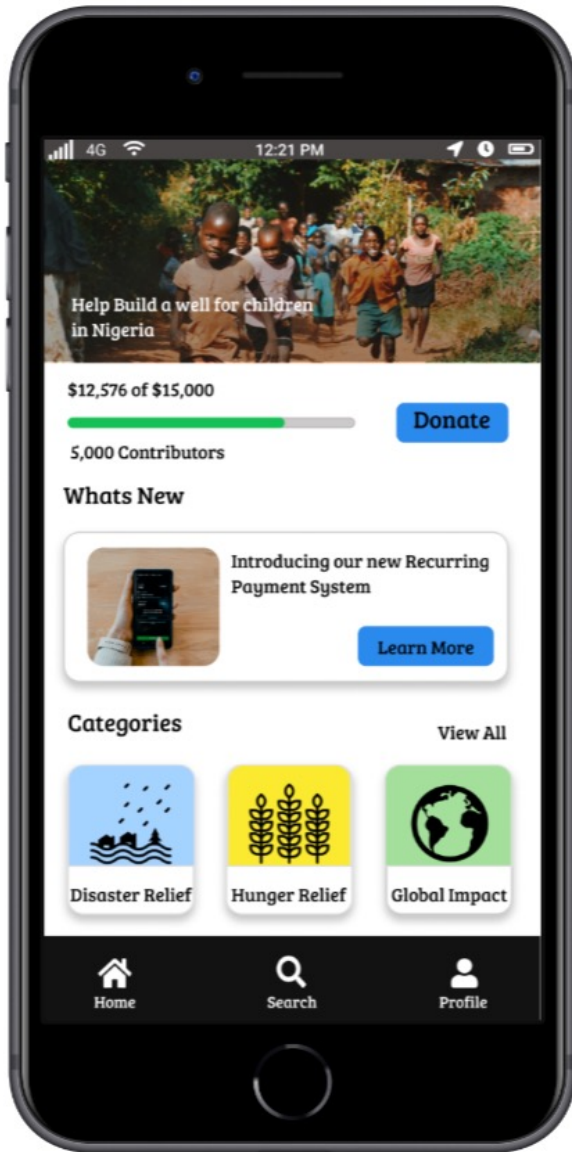


# Helping Hand

Antione Hart

July 2021- August 2021





This assignment is from the Google UX Design course. The main goal of this assignment was to create consistency across a multitude of device dimensions. Upon the completion of this assignment, I gained a better understanding of brand identity and design strategy.

## The Goal

The goal of the product was to help individuals who are passionate about philanthropy and social-well-being discover a wider range of charities and social issues. In doing so, helping lesser-known causes gain much needed and deserved attention.





# The Problem

How can we improve the online donation experience? While there are several platforms and NPOs on the market, many are tailored to one specific cause or audience. This creates a disproportionate exposure for smaller causes. Many users face inconveniences finding and funding these campaigns.

# Outcome

To grow Helping Hand’s online presence, I designed an intuitive and focused application that reflects the goals and needs of the user in finding new charities and causes to donate to.

Long term trends in key giving behaviours

	2016	2017	2018	2019
 Percentage who donated money in last four weeks	33%	32%	31%	32%
 Average monthly donation amount	£18 median	£20 median	£20 median	£20 median
	£40 mean	£44 mean	£45 mean	£46 mean
 Top cause areas	26% Medical research 25% Animal welfare 24% Children and young people	26% Medical research 24% Animal welfare 23% Children and young people 23% Hospitals and hospices 23% Overseas aid/disaster relief	26% Animal welfare 26% Children and young people 25% Medical research	27% Animal welfare 26% Children and young people 25% Medical research
 Most popular way of giving in last four weeks	45% Cash	42% Cash	41% Cash	39% Cash

The Charity Aid Foundation reported a steady rise in frequency and amount donated.

## My Role

Lead UX Designer, Branding, and UI Design

## Responsibilities

I was the sole individual working on this conceptual project. I was responsible for all aspects of the design from conducting user interviews, creating low and high-fidelity prototypes, and reiterating on designs based on feedback.

## Methods Used

Competitive Research, Secondary Research, User Interviews, Affinity Map, Card Sorting, User Persona, User Flow, Problem Statement, Sketching, Usability Testing

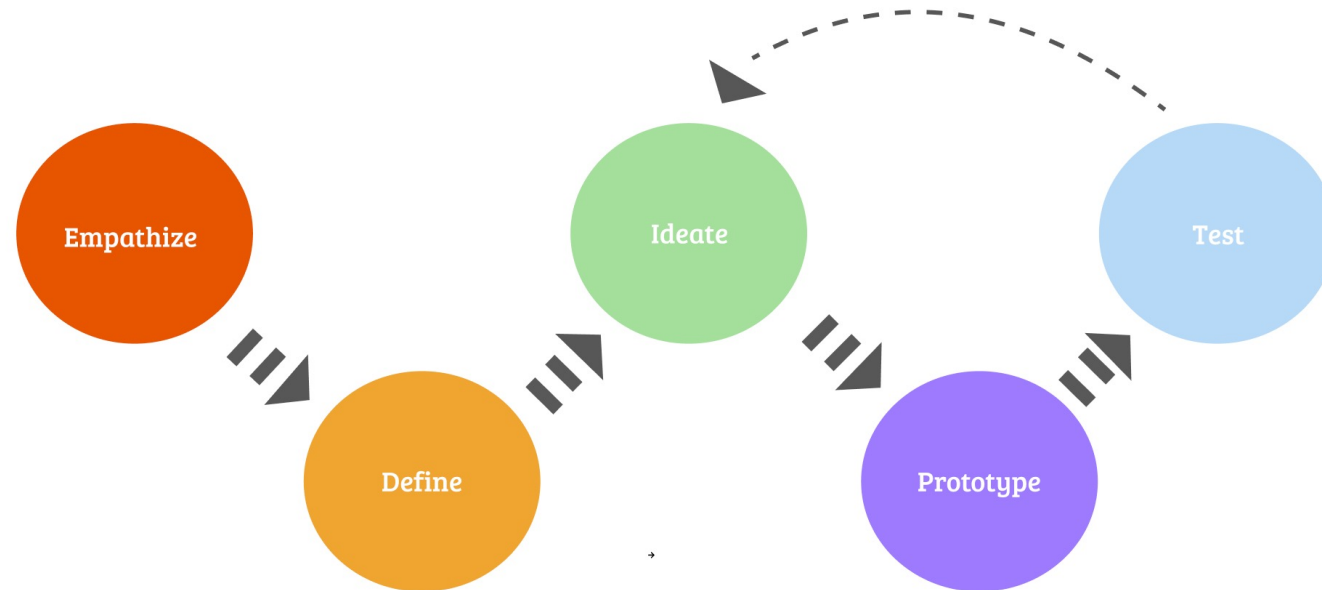
## Tools Used

Figma, Zoom, Miro, Previewed, & pen and paper



## Understanding the Users

I conducted interviews, created empathy maps, and utilized personas to understand the needs of the users I am designing for. My main target user is an individual looking to have an impact not only within their region but around the globe.



## User Pain Points



**Many platforms are tailored to a specific cause**



**Many platforms only feature larger more established organizations**



**Donors are wary of fraudulent postings**

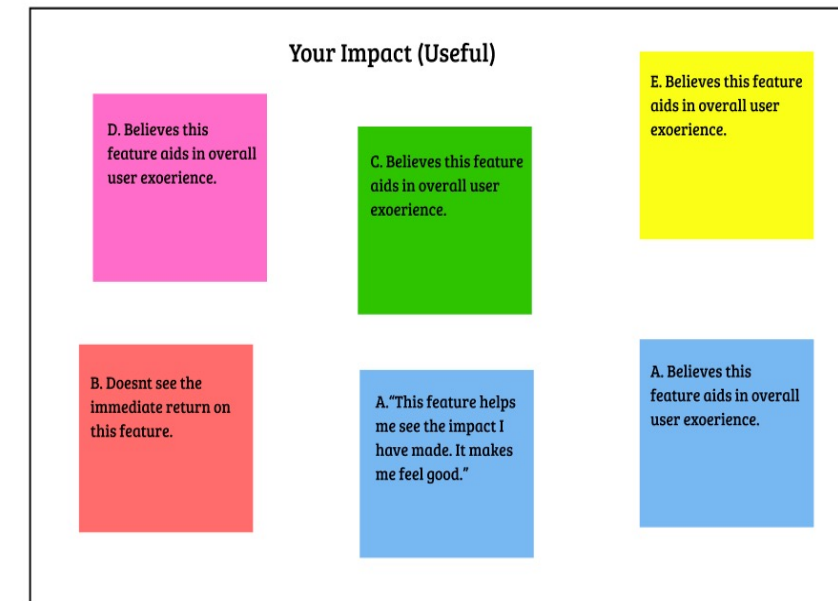
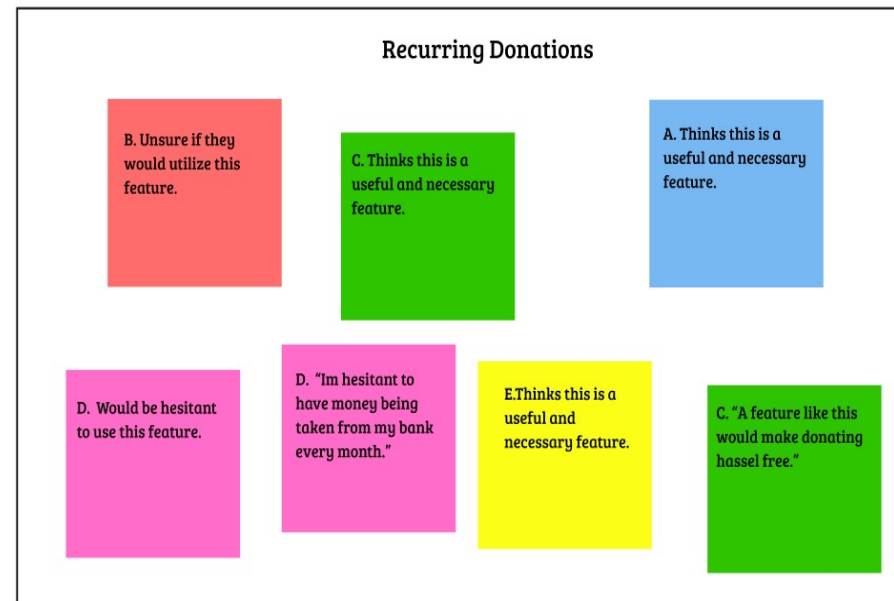
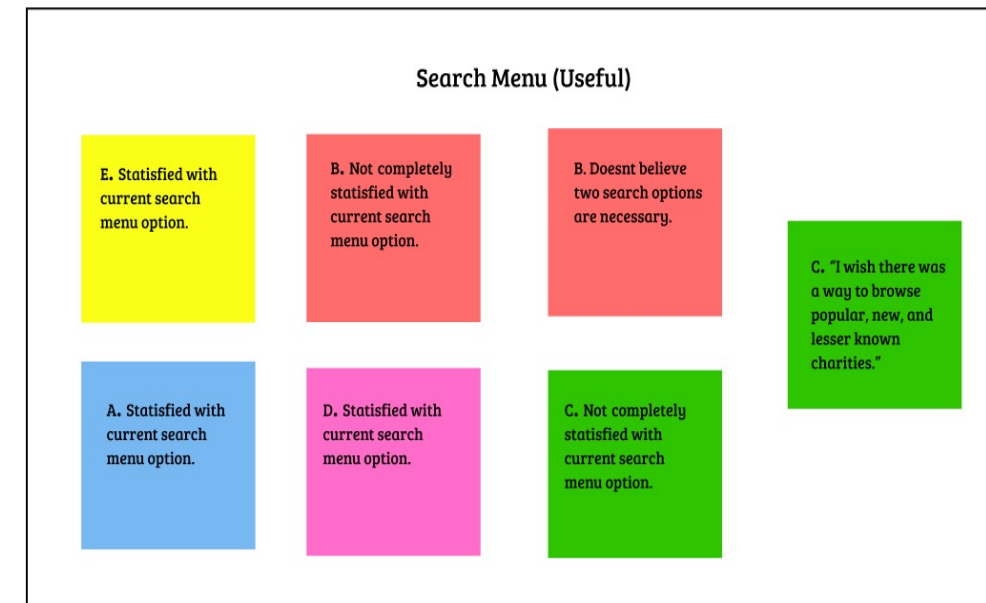
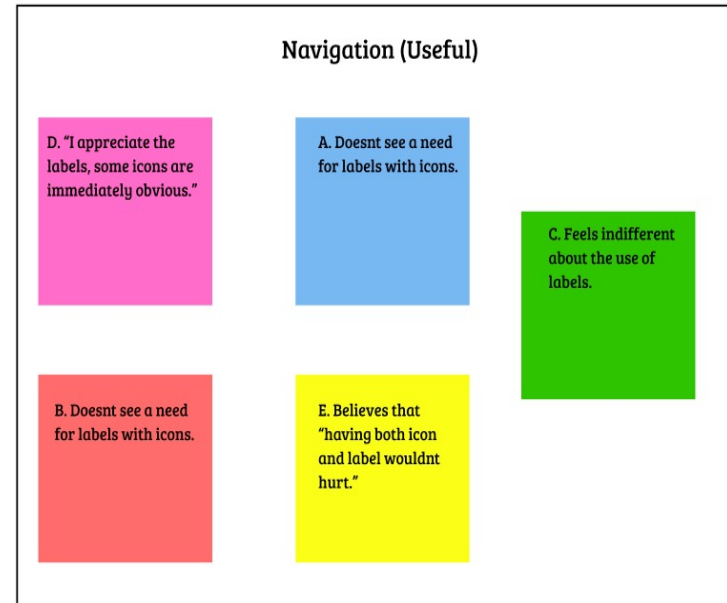


## Affinity Map

I used this affinity map to gain insights about what users thought about my original design ideas and what needed to be improved.

### Main Takeaways

- Having both icons and labels aided in overall usability.
- **Recurring Donations** made donating hassle free.
- The **Your Impact** feature showed users the effects of their philanthropy.



## User Personas

After my first round of surveys, I created two personas that embody the traits of my target users.

With this persona I gained the following insights

- Users had distrust amongst certain campaigns and companies as to their allocation of funds.
- Users wanted access to volunteer opportunities both locally and around the globe.



### Jessie Gouldsman

👤 28

📍 Portland

💼 Product Manager

🎓 Bachelors of Art

#### Bio

Jessie, a 28 year old self-identifying male, is a product manager from Portland Oregon. Jessie is highly involved in his community and regularly volunteers. He has a catalogue of causes that he is passionate about Although jessie does alot, he knows he can do more. He wishes he could be exposed to more causes and charities.

#### Wants and Needs

- Wants to find more more charities and causes to volunteer and donate to.
- Needs a way to easily browse and connect with charities and organizations.

#### Favorite Brands



#### Favorite Charities/Causes



#### Frustrations

- Many platforms are specifically tailored to specific cause
- Doesnt have sufficient time to browse internet.
- Wary of scams/ fake postings.



# User Personas

With this persona I gained the following insights

- Users sympathized with lesser-known campaigns.
- Users wanted to contribute to causes in other ways than monetary.



## Maria Page

22  
New York  
Barista  
Associates of Arts

### Favorite Brands



### Favorite Charities/Causes



### Bio

Maria, a 28 years old, is currently a barista at a small coffee shop in New York, New York. She loves being an activist and supporting lesser known causes, but due to her busy schedule she isnt able to help out as much as she would like. Her cost of living is fairly high, so she is only able to donate small amounts at a time. She wishes she could see the impact her actions has on these chariaties and peoples lives.

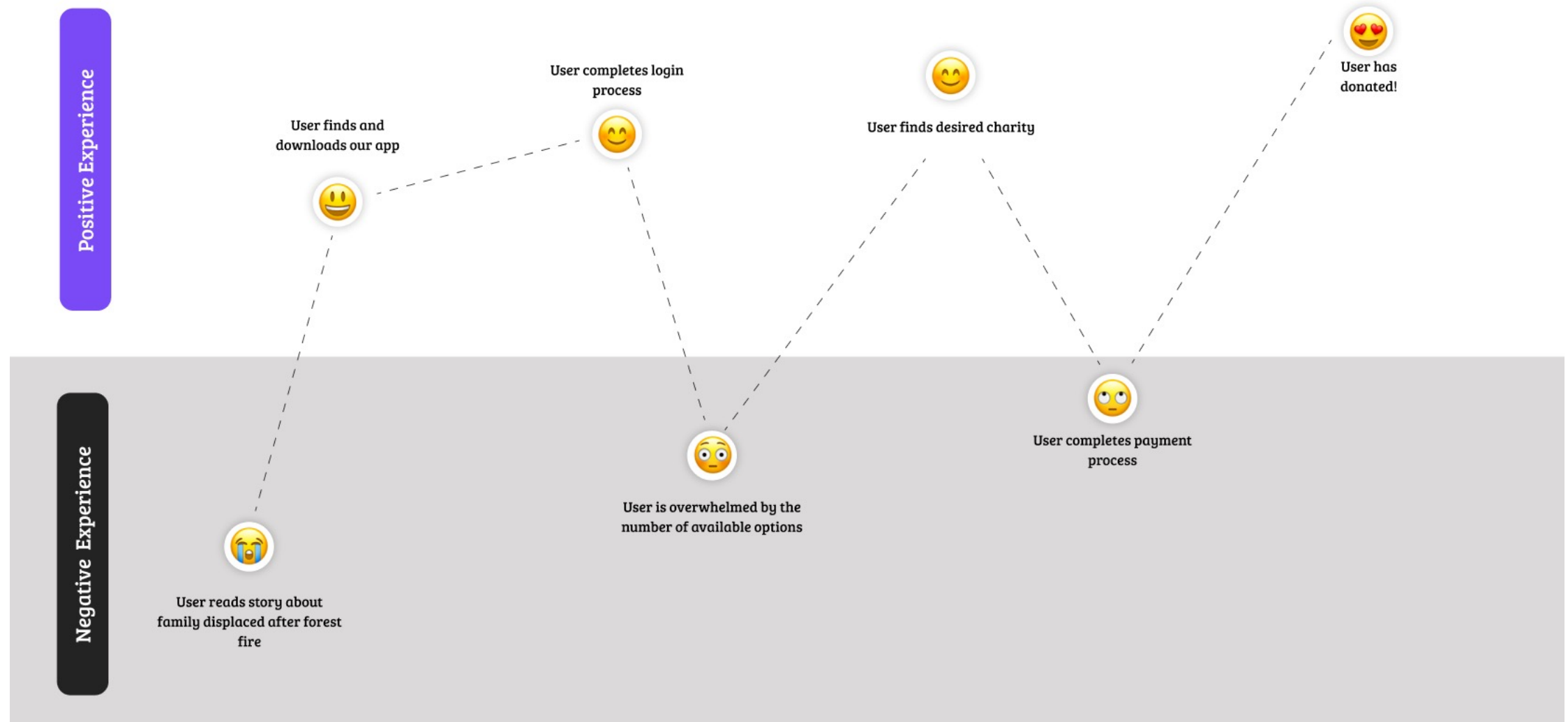
### Wants and Needs

- Away to find causes that dont get a lot of media attention.
- A way to mesaure her impact on the organizations/ chariaties shes involved with.

### Frustrations

- Doesnt have a lot of time to volunteer, needs to find other ways to help.
- Isnt able to contribute a vast amounts of money to these causes.
- Many platforms only feature larger known organizations.

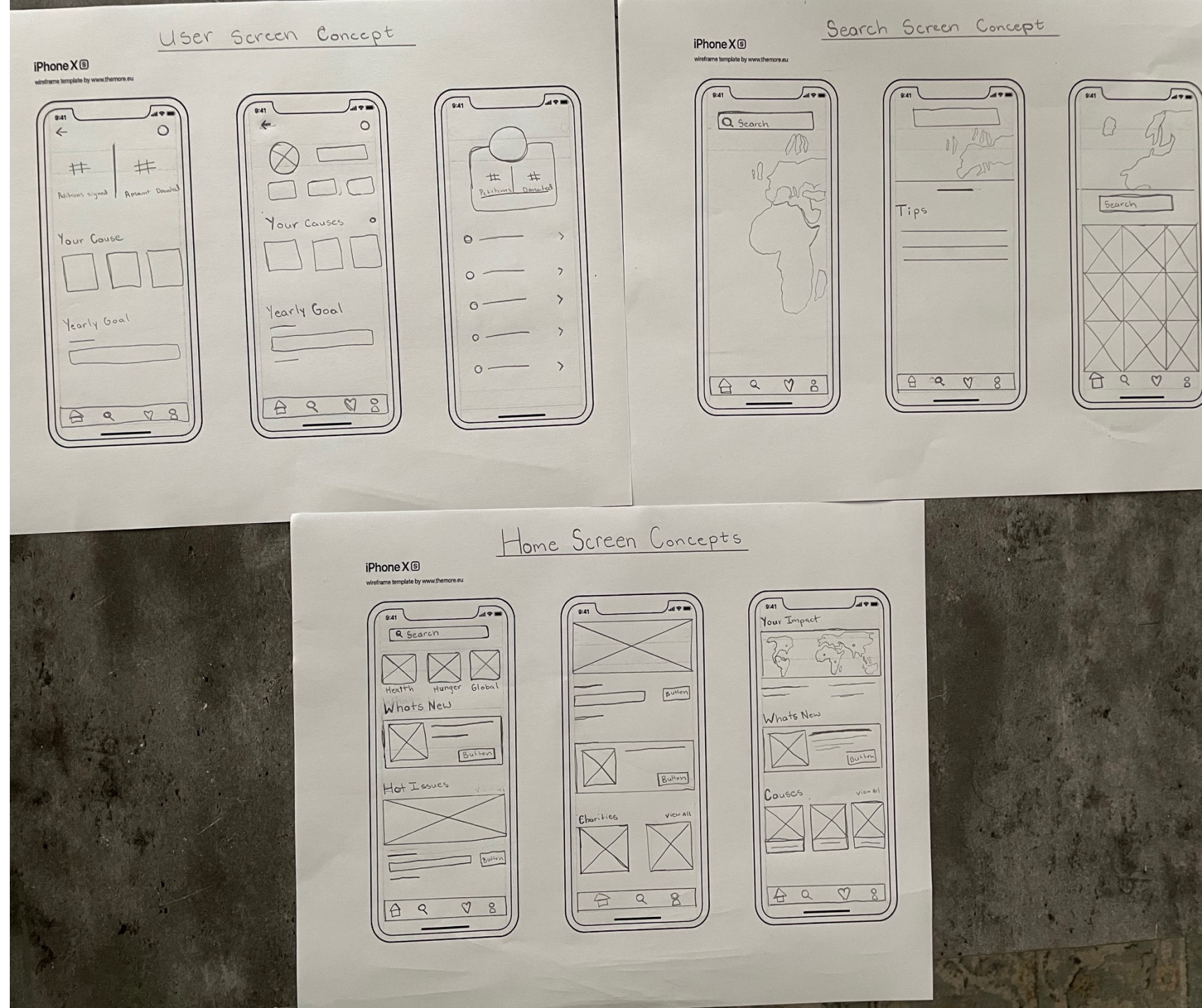
# User Journey





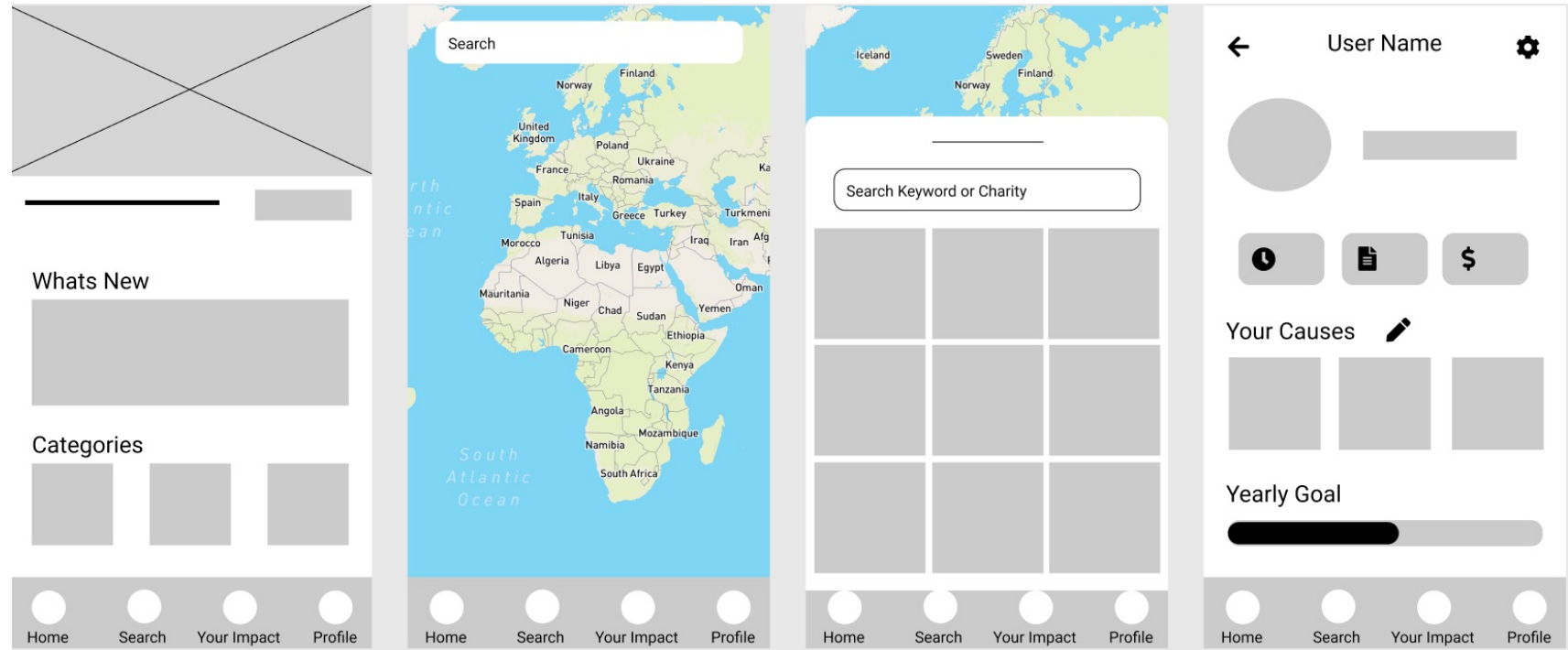
## Mobile Sketches

During this project, the pen and paper proved to be invaluable. Being able to quickly iterate on designs allowed me to quickly test and receive feedback on my ideas.



## Wireframes

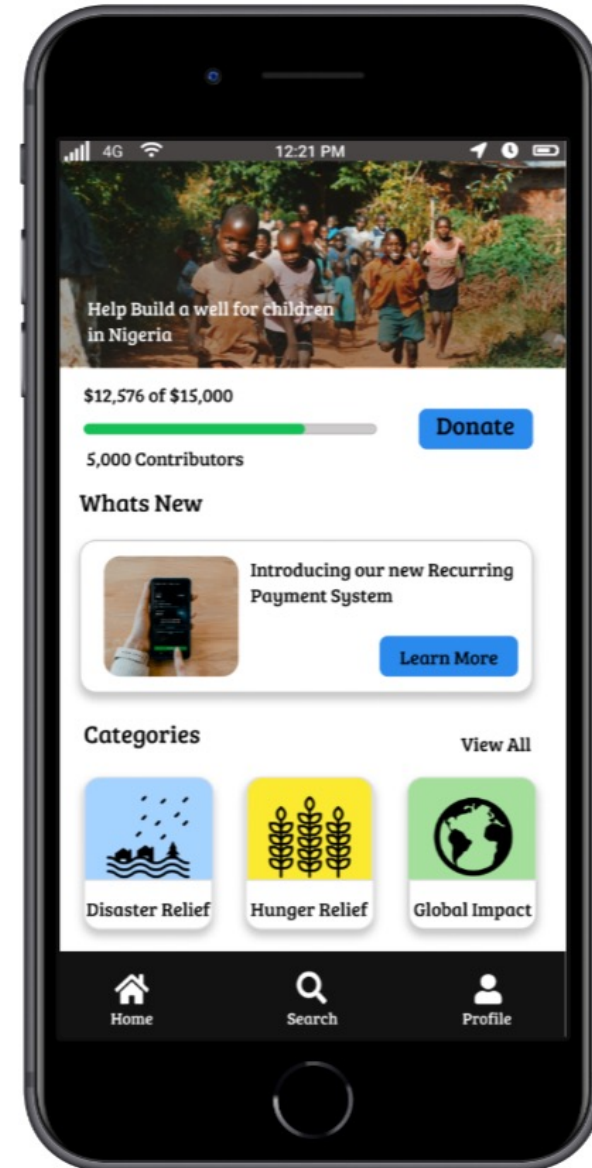
After multiple rounds of iteration, user testing proved this design would best help my users accomplish their ultimate goals.



## High-Fidelity Prototype

This High-Fidelity Prototype shows the flow a user would take to achieve their goal of donating to a specific campaign.

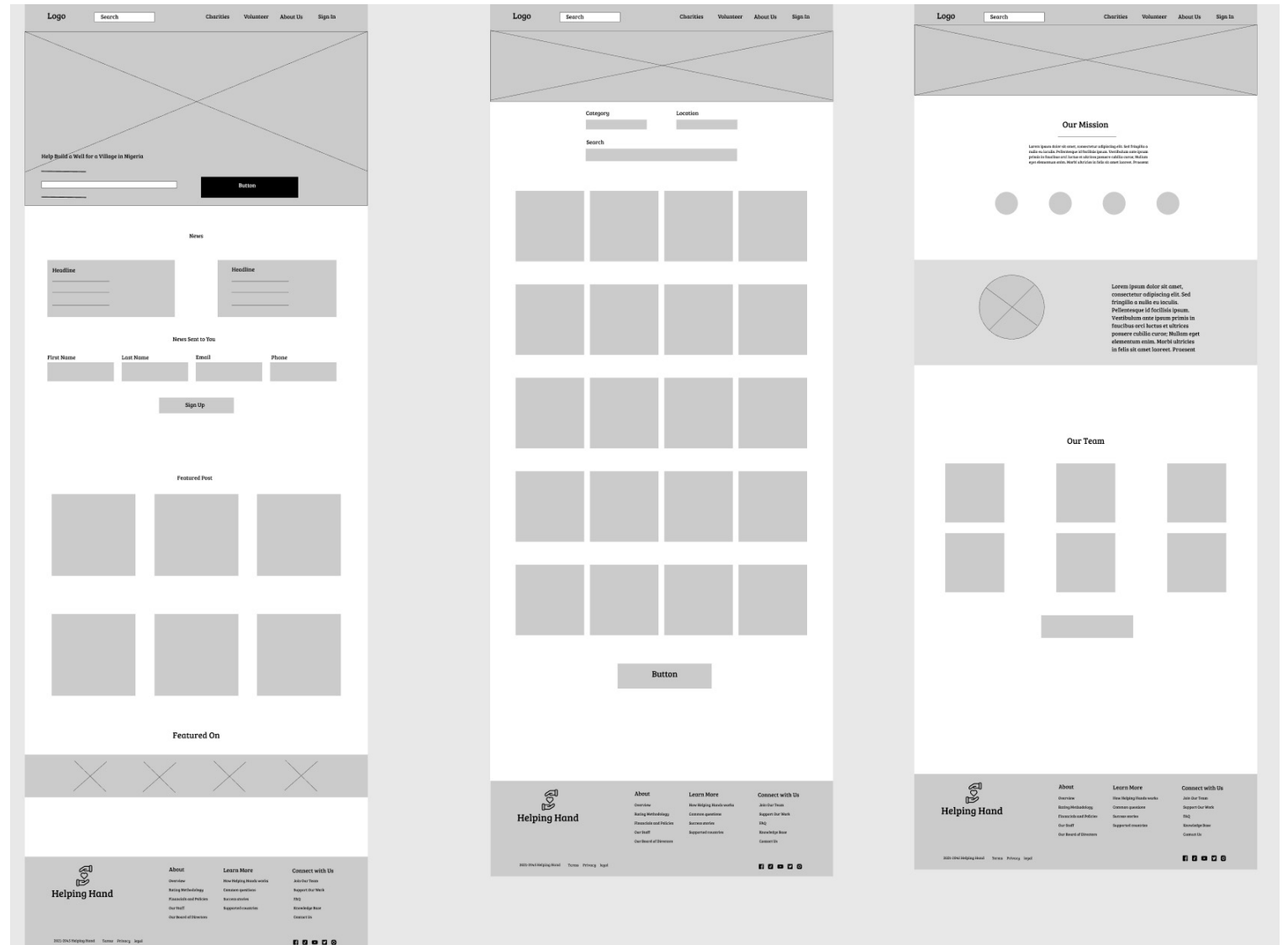
## High-Fidelity Prototype





# Web Wireframes

I decided to proceed with this design after many rounds of iteration. This designed allowed my product to have consistency and continuity throughout varying device dimensions.

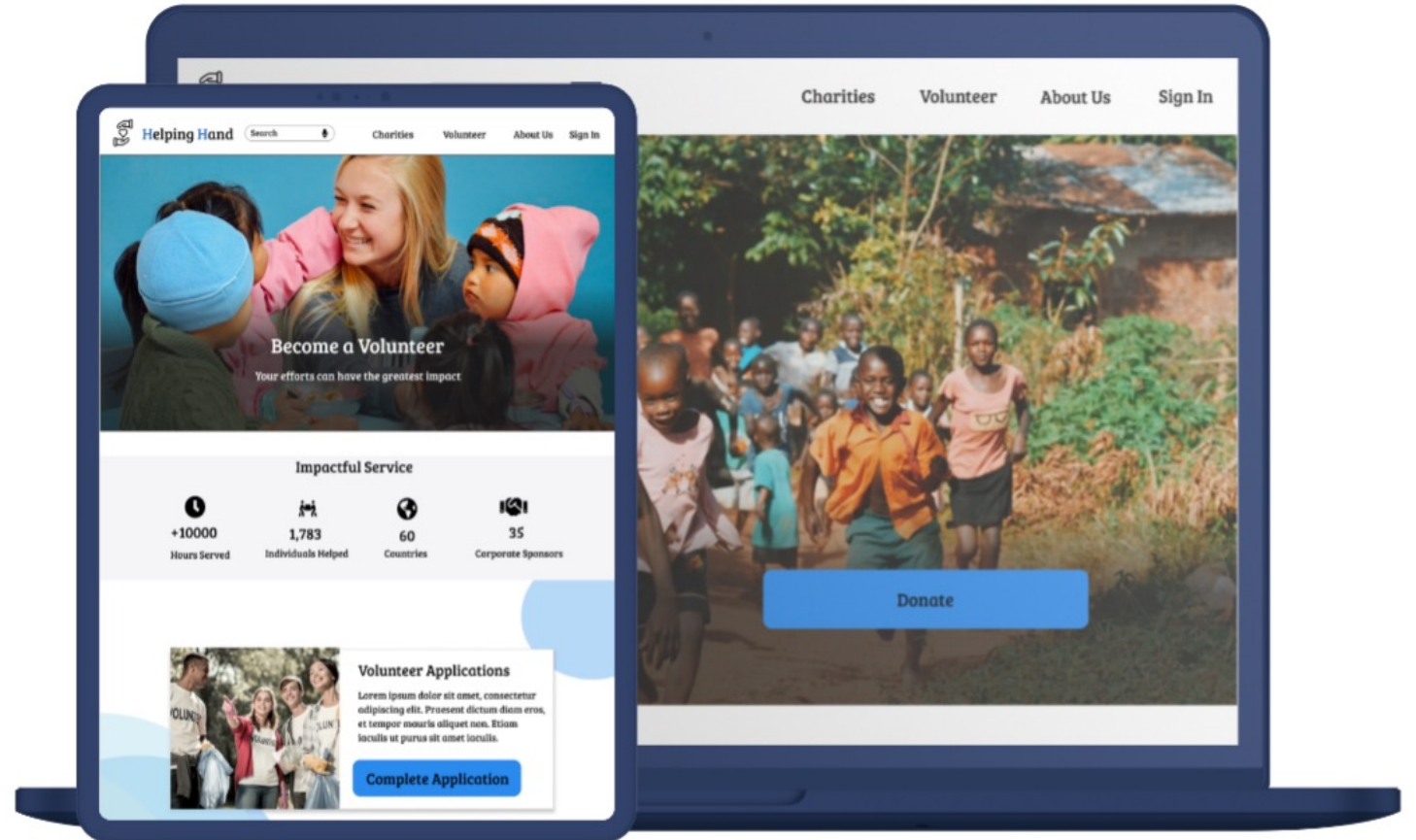




## High-Fidelity Prototype

This High-Fidelity Prototype shows the flow a user would take to achieve their goal of donating to a specific campaign.

## Web High-Fidelity Prototype



## Takeaway

Throughout this project, I gained a better understanding of brand identity and design strategy. By understanding their target users, designers can build a product that is tailored to the users' needs. I designed and emphasized a mobile first product and then scaled up for the web. My website serves as an alternative to mobile and allows a wider range of users to access my product. During this project, I learned just how invaluable user feedback is and how it can aid in the final design process. Thanks to the feedback of my users, I incorporated features such as Recurring Payments, Campaign Trust Ratings, and Your Impact. These features helped create a more enjoyable user experience to ensure that users will continue to utilize my product.